



WCPO

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## ORDER

Print Date 08/06/12

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Flight Dates 09/18/12-09/27/12

Contract / Revision 304892 /

Original Date / Revision  
07/17/12 07/17/12

Advertiser American Crossroads

Agency Crossroads Media

Buying Contact

66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576

Product

Issue. American Crossroads TV 09

Agency Com 15%

Billing Contact

66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 691

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	44	\$41,140.00	\$48,400.00	0.00	08/27/12	09/27/12	44	\$41,140.00	\$48,400.00
Totals	44	\$41,140.00	\$48,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	09/18/12	09/27/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-T---		2			\$900.00			0.00			
		Week: 09/24/12	09/30/12	M-W----		2			\$900.00			0.00			
N 2	WCPO	09/18/12	09/27/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	2	\$900.00	P-1	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W-F--		2			\$900.00			0.00			
		Week: 09/24/12	09/30/12	-T-T---		2			\$900.00			0.00			
N 3	WCPO	09/18/12	09/27/12	M-F 9-10a	CM	M-F 9-10a	MTWTF--	:30	4	\$400.00	P-2	0.00	NM	8	\$3,200.00



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Print Date: 08/06/12

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Contract / Revision 304892 Flight Dates 09/18/12-09/27/12

Hiatus Dates

Original Date / Revision 07/17/12/ 07/17/12

Order Sep 00:20:00

Advertiser American Crossroads Product Issue. American Crossroad Estimate # 691

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live with Regis and Kelly															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF- -					4	\$400.00		0.00			
		Week: 09/24/12	09/30/12	MTWT- - -					4	\$400.00		0.00			
N 4	WCPO	09/18/12	09/27/12	M-F 530-6p News	CM	528-6p	MTWTF- -	:30	2	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
M-F 530-6p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - W- F- -					2	\$2,000.00		0.00			
		Week: 09/24/12	09/30/12	- T- T- - -					2	\$2,000.00		0.00			
N 5	WCPO	09/18/12	09/27/12	M-F 7-730p	CM	M-F 7-730p	MTWTF- -	:30	2	\$900.00	P-1	0.00	NM	6	\$5,400.00
The List															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF- -					4	\$900.00		0.00			
		Week: 09/24/12	09/30/12	M- W- - - -					2	\$900.00		0.00			
N 6	WCPO	09/18/12	09/27/12	M-F 730-8p	CM	M-F 730-8p	MTWTF- -	:30	2	\$900.00	P-1	0.00	NM	4	\$3,600.00
Let's Ask America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- - W- F- -					2	\$900.00		0.00			
		Week: 09/24/12	09/30/12	- T- T- - -					2	\$900.00		0.00			
N 7	WCPO	09/18/12	09/27/12	M-SU 11p Late News	CM	11-1135p	MTWTFSS	:30	3	\$1,500.00	P-2	0.00	NM	8	\$12,000.00
M-SU 11p Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWT- - S					4	\$1,500.00		0.00			
		Week: 09/24/12	09/30/12	MTWT- - -					4	\$1,500.00		0.00			
N 8	WCPO	09/18/12	09/27/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF- -	:30	4	\$1,500.00	P-2	0.00	NM	6	\$9,000.00
M-F 1135p-1202a Nightlir															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF- -					4	\$1,500.00		0.00			
		Week: 09/24/12	09/30/12	M- W- - - -					2	\$1,500.00		0.00			
Totals														44	\$48,400.00